GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1201
ANSWERED ON:24.07.2017
Promotion of Tribal Arts and Crafts
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Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether the Government promotes Indian tribal arts and crafts in other countries;
(b) if so, the details thereof along with the measures taken in this regard;
(c) whether participation of TRIFED in the International Exhibitions resulted in sale of tribal arts and crafts not only abroad, but also attracted buyer of tribal products from TRIFED's Retail Outlets in the country during the last three years and if so, the details thereof; and
(d) the quantum of export of handicraft/artefacts made by the empanelled tribal artisans of TRIFED from various States including the total sale of TRIFED in the country during the said period?

Answer

(a) & (b) With a view to promoting tribal arts and crafts in other countries, Tribal Co-operative Marketing Development Federation of India Limited(TRIFED),under the Ministry of Tribal Affairs, participates in international exhibitions abroad.
(c) During last three years, TRIFED has participated in only one International Exhibition at AFL ArtigianoInfiera, Milan, Italy during 5-13 December, 2015 where total sales generated were of Rs. 3.20 lakh. This participation has subsequently transformed into buyers purchasing tribal products from TRIFED retail outlets located across India. However, since the sales transactions are being realized directly from retail outlets where tourists from foreign countries keep on visiting, the same are not being recorded to provide the exact outcome from participation in international exhibitions.
(d) The amount of export and total sales of handicraft/artifacts,during last 3 years,made by the empanelled tribal artisans of TRIFED from various States are given below:-

(Rs.in lakh)

Sl. No.	Year	Export	Total Sale
1.	2014-15	Nil	1427.62
2.	2015-16	3.20	1232.50
3.	2016-17	Nil	1117.85

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